MIKE PRUIM

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Guaranteed Rate

Senior Product Designer · Sep 2020 - Present
› Produce UX/UI for personalized dashboards & tasking workspaces across 10+ teams
› Consolidate tasks from multiple platforms and tools into one distinct internal product
› Improve user experience by documenting pain points and proposing new solutions
› Build high-level wireframes and strategy decks to solicit stakeholder feedback
› Conduct competitive analysis, review analytics, prepare prototypes, and run user tests
› Progress design systems to ensure a consistent experience across all product teams

Walgreens

UI Art Director, Digital User Experience · May 2018 - Sep 2020
› Evolved digital style guide and design toolkit to maintain site consistency and accessibility
› Collaborated with mobile app team to ensure consistent functionality across platforms
› Improved visual QA by fostering design and development communication processes
› Managed 2 designers and a copywriter while supporting business goals across 5 teams
› Motivated 17-person team by inspiring best industry practices through creative direction

Senior UI Designer, Digital Health · Sep 2015 - May 2018
› Redesigned prescription refill hub, resulting in 4% conversion lift ($180 million/year)
› Streamlined refill email to one click, increasing order conversion 20% ($400 million/year)
› Ideated and pitched Walgreens identity rebrand, then executed digital implementation
› Revamped drug info section to consolidate content and add patient-reported side effects
› Oversaw marketing photo/video shoots and submitted work to award competitions

UI Designer, Digital Health · Mar 2014 - Sep 2015
› Implemented intuitive user flows refined via rapid prototyping and usability testing
› Created new health and wellness aesthetic used in emails, content, and marketing
› Supported digital work on a variety of retail, cross-site, and photo projects
› Produced presentation delivered by Walgreens president at national health conference

Chicago Sun-Times

Senior Designer · Nov 2011 - Mar 2014
› Contributed UX/UI product and app solutions for over two million network users
› Created B2B/B2C sales-driven marketing campaigns across 40+ brands
› Designed ads and special event promotions for internal and external clients
› Developed sales team collateral based on data analysis reports

GoHealth Insurance

Web/Graphic Designer · Mar 2011 - Nov 2011
› Led redesign of entire website by utilizing research and data to inform UX/UI
› Produced B2C web interactions and print collateral to generate sales leads

Honors

Tech100 Mortgage
Awards Winner
HousingWire • 2023

'Caught Being GRate'
Honoree for Standout
Employee Performance
Guaranteed Rate • 2023

Health & Wellness Design
Awards Winner (2 categories)
Graphic Design USA • 2017

Skills

Creative direction
UX/UI methodology
Design systems
Adobe Creative Suite
Sketch, Zeplin & InVision
Basic HTML/CSS
Branding & identity
Marketing strategy
Copywriting & editing

Education

Drake University,
BA Graphic Design &
BAJ Creative Advertising
Magna Cum Laude • 2009

Studio Art Centers
International,
Semester abroad
Florence, Italy • 2008